

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Craig S Fochler		02/24/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Kellogg North America Company		
Street Address:	One Kellogg Square		
City:	Battlecreek		
State/Country:	MICHIGAN		
Postal Code:	49016		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2374854	BUG BITES	
CORRESPONDENCE DATA			
Fax Number:	(312)832-4700		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-832-4379		
Email:	CFochler@foley.com		
Correspondent Name:	Craig S. Fochler		
Address Line 1:	321 North Clark Street		
Address Line 2:	Suite 2900		
Address Line 4:	Chicago, ILLINOIS 60610		
ATTORNEY DOCKET NUMBER:	070133-0104		
NAME OF SUBMITTER:	Craig S. Fochler		
Signature:	/Craig S. Fochler/		
Date:	06/21/2006		

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TRADEMARK
REEL: 003334 FRAME: 0921

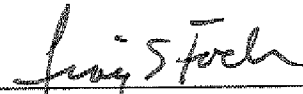
ASSIGNMENT

WHEREAS, Craig S. Fochler, an individual, residing at 2645 Orrington, Evanston, Illinois 60201 ("Assignor") is the owner of rights in the mark BUG BITES for *inter alia* baked products, including United States Trademark Registration No. 2,374,854 for cookies, crackers, and macaroni and cheese.

WHEREAS, Kellogg North America Company, a Delaware corporation located and doing business at One Kellogg Square, Battlecreek, Michigan 49016, ("Assignee") is desirous of acquiring all of ASSIGNOR'S right, title and interest in and to the mark BUG BITES for baked products, including Registration No. 2,374,854.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE, all of ASSIGNOR'S right, title and interest in and to the mark BUG BITES, including Registration no. 2,374,854, for baked products, together with the goodwill symbolized by that mark for those products.

The effective date of this assignment is February 24, 2006.

By: 
Craig S. Fochler